



newsletter

Introduction:

Within six months from the date of inception, Indo China Promotion Council is marching forward with matchless élan and aplomb. Our agenda as well as the operational maneuver are getting highly eulogized by the different stakeholders of the institutions.

The month of August has proved to be extremely productive for us from the perspective of functional achievements. In pursuit of operational excellence we have pushed us forward with tremendous vigor, verve and vim.

Let us showcase our achievements that have bejeweled our organization in the month of August 2012;-

Govt. of Tripura has become our honorary member:

It is great honor and privilege for us to announce that the revered Govt. of Tripura has become the honorary member of our institution. They have become gracious enough to bestow upon us the responsibility of promoting the brand value of Tripura in the international front and to harness investment from China for the economic development of Tripura.

Their kind and supportive gesture has imparted tremendous fillip to our endeavor and enhanced our morale to a great extent. We are making a concerted, rigorous and harmoniously orchestrated effort to mobilize investment from Chinese entrepreneurs looking forward to crystallize joint venture with the business groups of Tripura. We aspire that in near future we

shall be able to catalyze the industrial development in Tripura marked by the influx of Chinese Investment and ensued by the emergence of a series of downstream industries.

Director General's Speech at ITC Sonar Bangla:

It was a great platform for us to disseminate our views and portray our agenda before the luminaries of China. A highly accomplished consummate delegation led by Mr. Chen Deming , Minister of Trade and Commerce , Peoples Republic of China, came from China with specific purpose. In their destination towards New Delhi, there was a halt at Kolkata. A seminar was organized at ITC Sonar Bangla marked by the interaction between the Chinese dignitaries and stalwarts of West Bengal.

Our esteemed Director General --- Smt.Joyeeta Mazumdar got the invitation from the organizers to deliver a speech over there. In her seamless message marked by sheer eloquence and articulacy, our director-general has portrayed the agenda and vision of our institution. She made it clear that how our strategic maneuver is going to play an instrumental role in consolidating relationship between the two largest economies of the oriental world.

The result oriented approach of the Director-General evinced through her speech has gained tremendous appreciation from the members of Chinese delegates. Our institution has carved a distinct niche for itself by virtue of its vision and strategic planning.

Facilitating a Musical Project :

The unprecedented creative mettle of Rabindranath Tagore can never be fettered within the cloister of geographical and demographical ambit. The essence of his composition transcends beyond all the corporeal manacles, appeals to the citizen of the global arena and triggers heart-wrenching sensation within them.

Driven by the universality of Tagore, Dr. Upali Chattopadhyay and Sri Prabuddha Banerji conceptualized a musical project “Rabindranath beyond Boundaries”. We have taken the initiative of promoting the brand-value of this project in the cultural front of China.

Result Framework Document

An organization can never gain momentum until and unless its views get permeated to the opinion –builders of the society as well as the common populace of our country. As a non – profit organization we are making all possible effort to fortify the economy of our country by establishing bond of reciprocity with another prodigious economy of the Third World. We intend to make people cognizant of our benevolent agenda and garner comprehensive public support for translating the agenda into fruition.

Thus strategic mass communication has become imperative for us. Our astute principal consultant Sri Saikat Mazumdar has deposited a draft proposal to our administrative machinery, enumerating the different feasible strategies of mass communication. We are executing critical perusal of the Result oriented documented developed by our principal consultant and appraising the strategic components designed by him.

Capacity Building Program

We need competent human resource to get engaged in our promotional campaign. Hence our Principal Consultant Saikat Mazumdar has designed a comprehensive training manual. The contents of this training manual will enable the prospective trainees to achieve conceptual clarity on multifarious issues related to brand-management and campaign management. The

manual has placed emphasis on the fundamental components of Integrated Marketing Communication, enumerated below;-

- ✓ Advertising
- ✓ Public Relations
- ✓ Sales Promotion
- ✓ Personal Selling

Now we are planning to organize a comprehensive training program for our potential activists who would carry out zealous campaign in favor of our agenda amidst our sector-specific target audience.

International Tour

Promotion of Tourism is one of the integral agenda of Indo-China Promotion Council. Hence we are orchestrating a tour of six-nights and five days to Beijing and Shanghai. We are going to enable the prospective visitors from India to achieve an exposure to the traditional culture of China as well as its highly dynamic and progressive attitude in the arena of trade and commerce.

Accrual of Resource

It is the agenda of Indo China Promotion Council to build up a pool of human resource in the internal front. The process has gained momentum. Within a short time frame after her formal entry into the organizational front, our Deputy Secretary Ms. Vedika Kandoi, has proved her indelible commitment to the institutional agenda and her expertise in managing the operational affairs. She is successfully assisting the Director General in the managing the colossal work load. At every moment she is magnanimously contributing towards the process of enhancing the pace of the organization in pursuit of its pre-determined targets.

Conclusion

The process goes on and on incessantly.

We are making concerted effort relentlessly.

Our endeared Indo China Promotion Council is rolling on and on towards greater and better perfection from the quantitative and qualitative perspective.